



# City of Westminster 2023 Issues Survey

*Highlights of a Survey of Likely Voters*



FAIRBANK, MASLIN,  
MAULLIN, METZ  
& ASSOCIATES

# Survey Specifics and Methodology

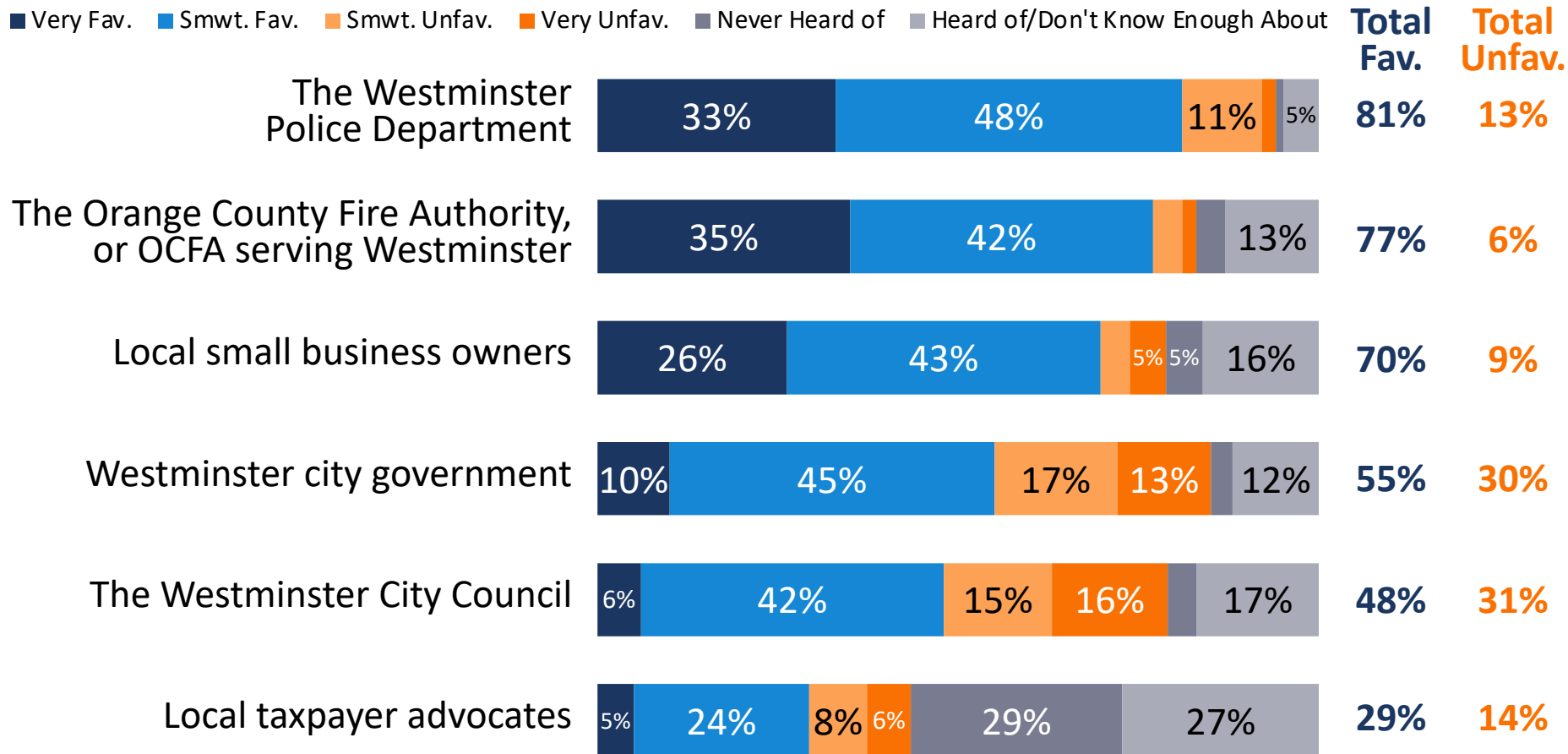
Dates	November 8-16, 2023
Survey Type	Telephone Voter Survey
Research Population	Westminster Residents Likely to Vote in March 2024 Election
Total Interviews	238
Margin of Sampling Error	±6.6% at the 95% Confidence Level
Survey Tracking	Some Questions Tracked to Surveys Conducted in 2015, 2020, 2021 and 2022
Languages	English, Vietnamese and Spanish

*(Note: Not All Results Will Sum to 100% Due to Rounding)*

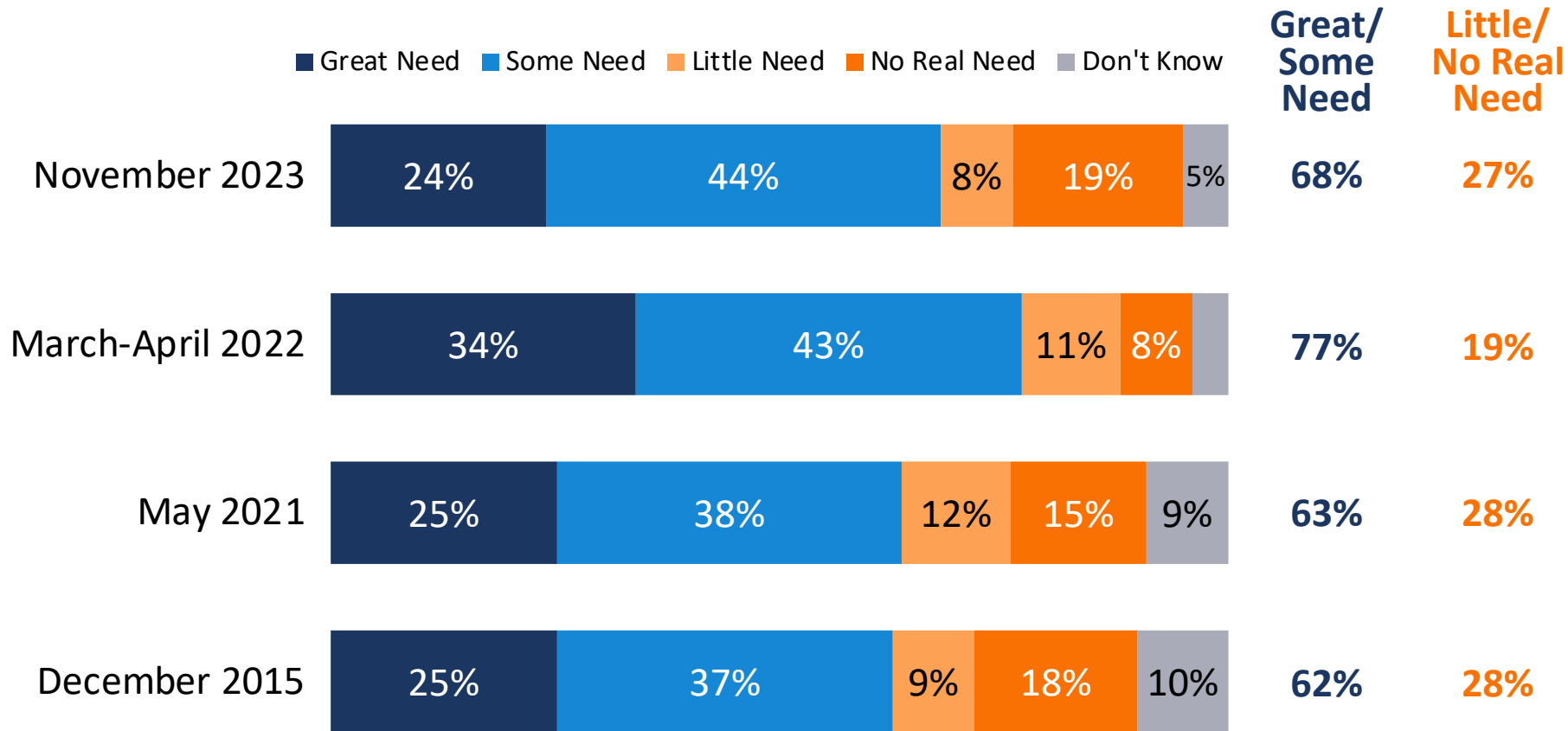


# General Community Attitudes

# Westminster's public safety agencies are viewed very favorably.



# There is strong continued sense of need for additional funding for City services.

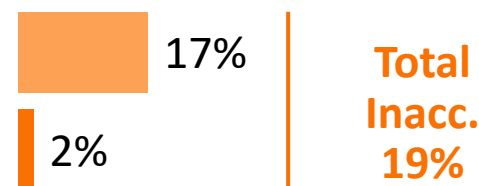
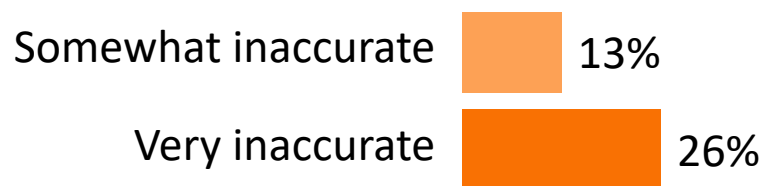
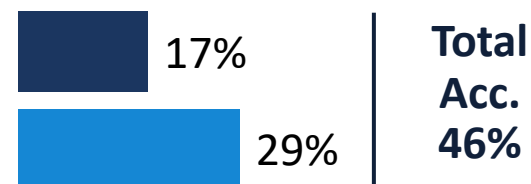


# About half of respondents perceive/remember the recent enactment of Measure Y.

*"Westminster voters recently increased the local sales tax rate"*



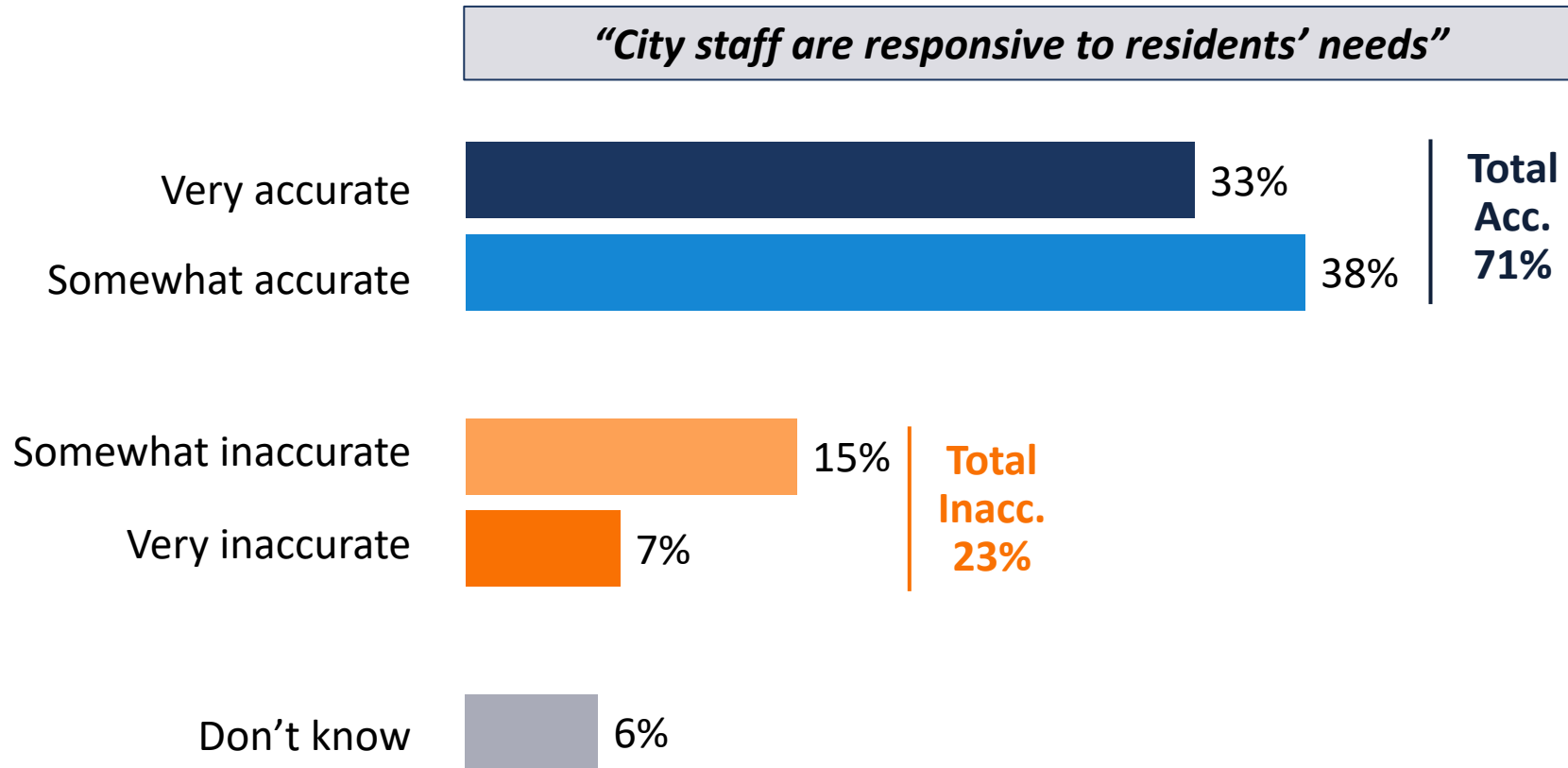
*"Westminster voters recently extended the local sales tax rate for a longer period of time"*



Don't know 27%

35%

# Seven-in-ten respondents perceive that City staff are responsive to residents' needs.

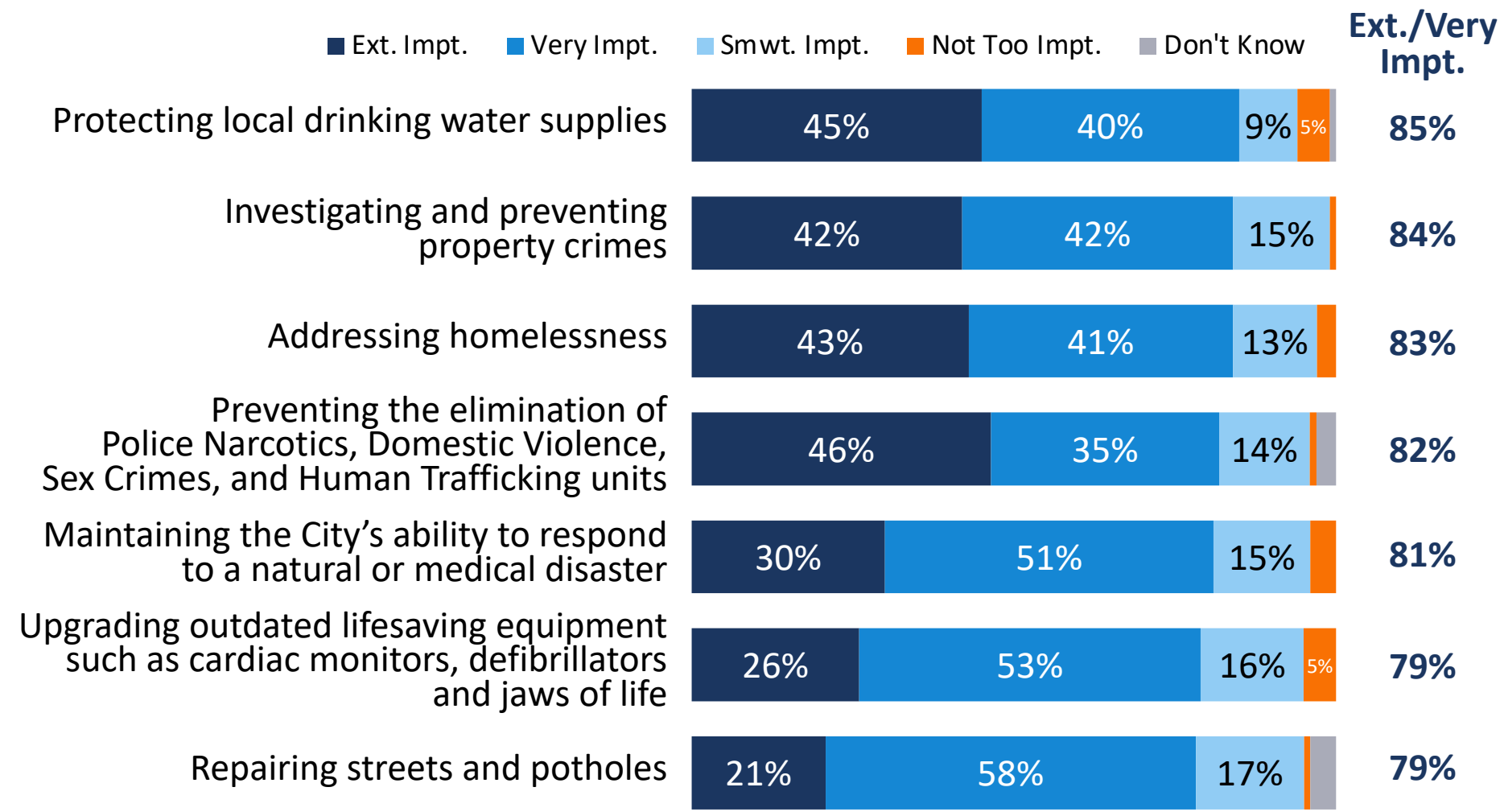




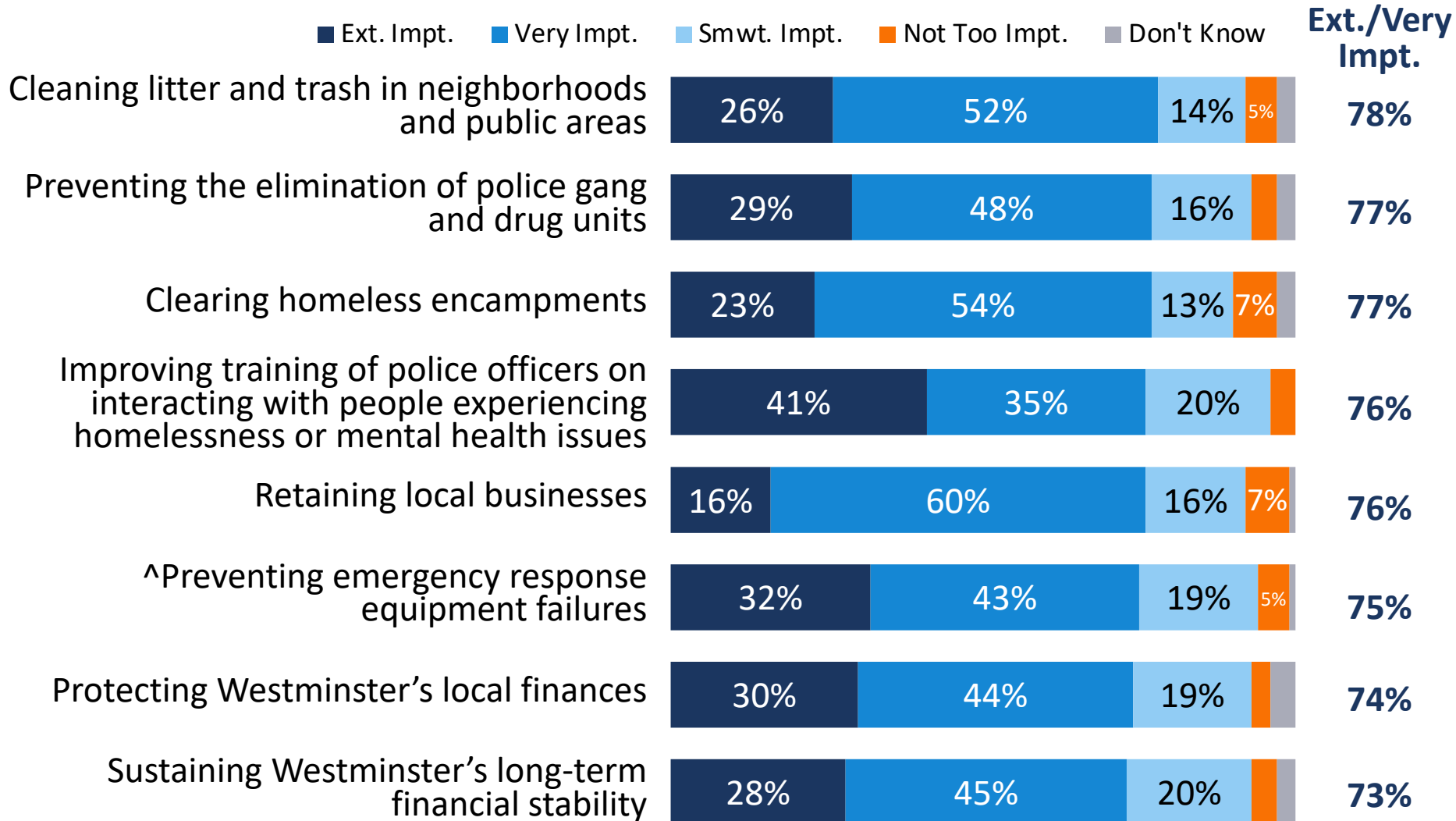
# Priorities for Local Funding



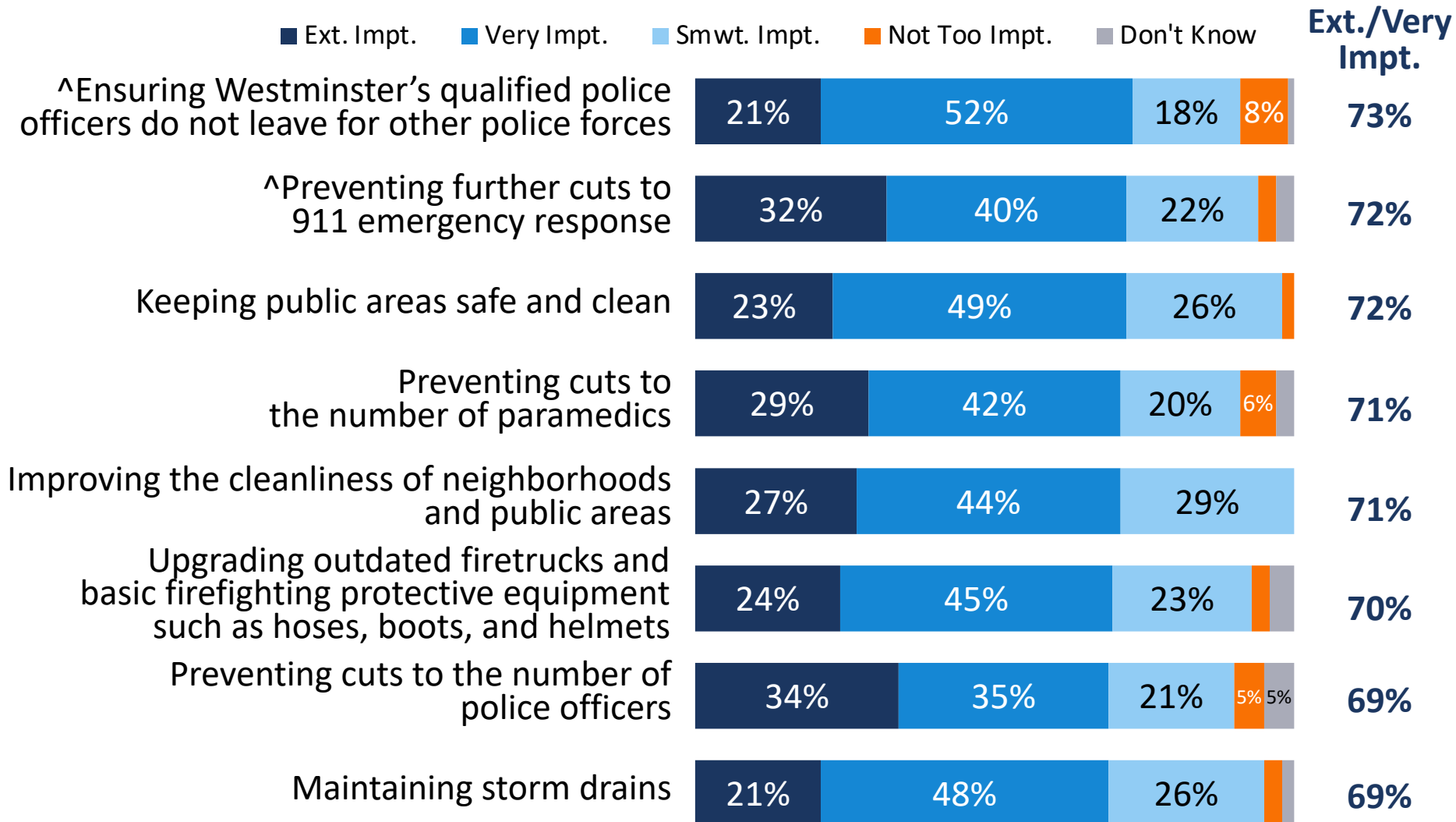
Top priorities for local funding include a range of services; protecting local drinking water supplies, addressing property crimes, homelessness, and preventing the elimination of special police department units.



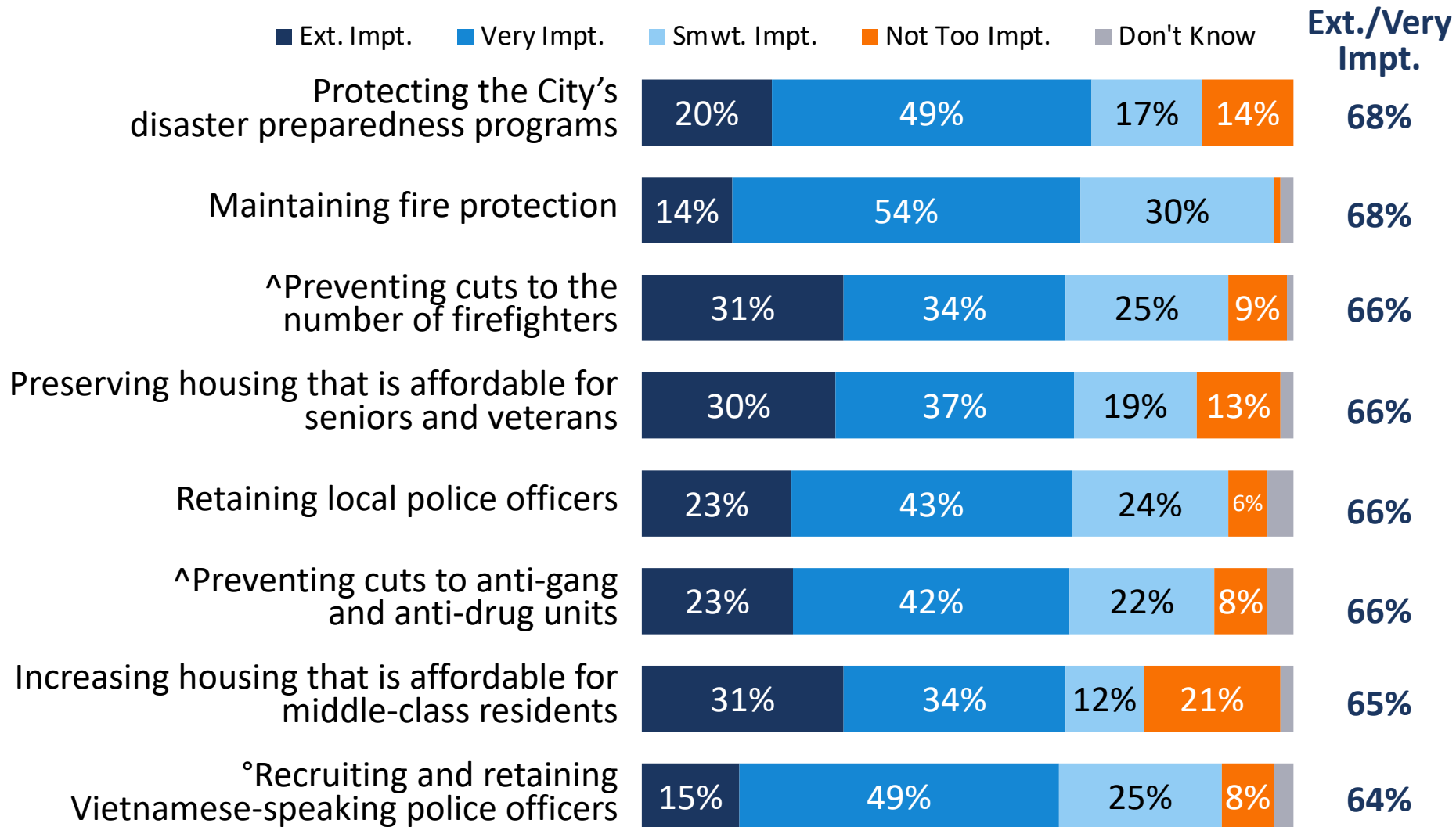
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# Continued



# Continued



Q. I would like to mention some specific priorities for Westminster City government that have been discussed. Please tell me how important that priority is to you personally: is it extremely important, very important, somewhat important, or not too important? ^Not Part of Split Sample;

°Asked of Vietnamese Only, n=83



# **Respondent Interest In Potential Local Revenue Options**

# Hypothetical 75-Word Ballot Title and Summary for ½% Measure

*(Reviewed by Westminster City Attorney)*

## **Westminster Safety, Services Stabilization Measure**

To sustain Westminster's long-term financial stability, restore services/ prevent future cuts to services including 911 emergency response, police, neighborhood patrols, gang/drug prevention, firefighters, paramedics; keep parks/public areas safe/clean; address homelessness; support housing affordability, protect local drinking water supplies; retain local businesses, shall an ordinance establishing a ½¢ (½%) sales tax providing estimated \$8,400,000 annually for general government use until ended by voters, requiring audits, public spending disclosure, funds controlled locally, be adopted?

# Hypothetical 75-Word Ballot Title and Summary for 1% Continuation Until Ended by Voters

*(Reviewed by Westminster City Attorney)*

## **Westminster Public Safety, Services Stabilization Measure**

To sustain Westminster's long-term financial stability without increasing tax rates, prevent future cuts to services including 911 emergency response, police, neighborhood patrols, gang/drug prevention, firefighters, paramedics; keep parks/public areas safe/clean, address homelessness; protect drinking water supplies; retain local businesses, shall an ordinance continuing the existing voter-approved 1¢ (1%) sales tax providing estimated \$16,800,000 annually for general government use until ended by voters, requiring audits, public spending disclosure, funds controlled locally, be adopted?

# Hypothetical 75-Word Ballot Title and Summary for ½% Public Safety Measure

*(Reviewed by Westminster City Attorney)*

## **Westminster Public Safety Protection Measure**

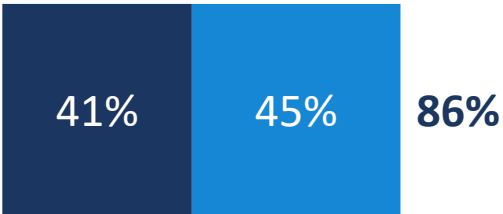
To restore Westminster's public safety services, retain qualified police, firefighter, paramedic professionals, keep public areas safe, prevent future cuts to 911 emergency response, police, neighborhood patrols, gang/drug prevention, firefighting and paramedic services/equipment; shall an ordinance establishing a ½¢ (½%) sales tax providing estimated \$8,400,000 annually for public safety services only until ended by voters, requiring audits, public spending disclosure, funds controlled locally, be adopted?



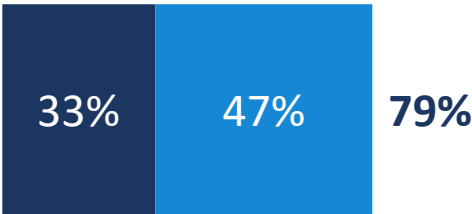
# The most impactful information about the measures relate to maintaining response times, homelessness and crime.

■ Very Conv. ■ Smwt. Conv.

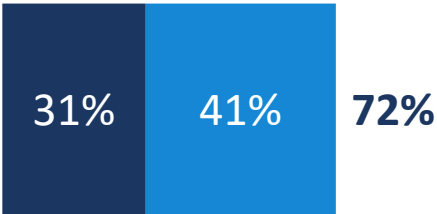
**(RESPONSE TIMES)** Just last year, there were more than 125,000 911 calls in Westminster, many of which required emergency medical attention. This measure will **(SPLIT SAMPLE C: “provide the local funding needed to ensure”)** **(SPLIT SAMPLE D: “continue the local, voter-approved funding that ensures”)** firefighters and paramedics can continue to quickly respond to future health and safety disasters, and medical emergencies to save lives.



**(HOMELESSNESS)** Homelessness in Westminster is a crisis. Without this measure the City will struggle to prevent homelessness by investing in a regional shelter, slated to open in 2024, and access to local homeless prevention services, including job training, health and mental health services, substance abuse treatment, and assistance to prevent homelessness and keep our public areas safe and clean.



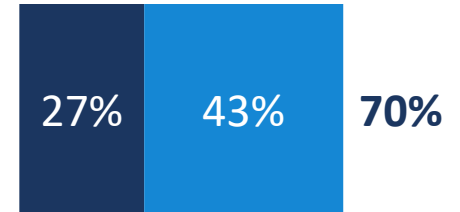
**(CRIME)** Last year alone, there were more than 3,000 crimes reported in Westminster, including 626 robberies and burglaries and nearly 400 car thefts. And in recent years, state prisons have given early release to many criminals, which has resulted in an increase of gang-related crime in our community. Passing this measure is critical to making our community safer, so that we do not become a crime-ridden city like our neighbors.



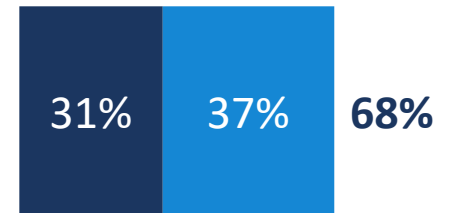
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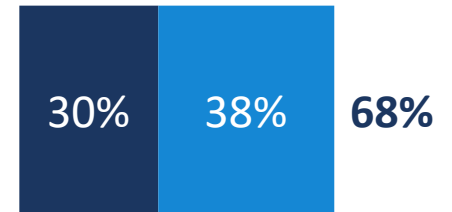
**(ACCOUNTABILITY)** This measure continues strict accountability provisions such as independent citizens' oversight, public disclosure of all spending, and annual independent financial audits to make sure that all funds remain in Westminster. These fiscal safeguards will continue to protect our public funds and ensure they are used efficiently, effectively, and as promised to voters no matter who your City Council, state or federal officials are.



**\*(LOCAL CONTROL)** All funds raised by this measure are legally required to be spent in our City. Passing this measure will ensure local control of funding and provide a guaranteed source of funding for essential City services that cannot be taken by the county or state government.



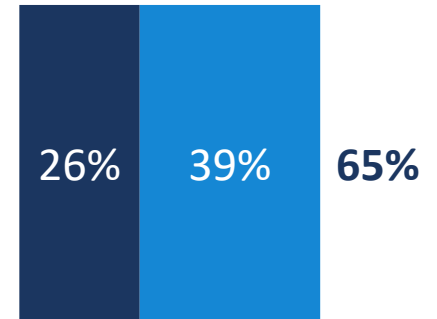
**(POLICE OFFICERS)** Westminster is losing experienced, qualified police officers to nearby cities because we cannot afford to retain them here. This measure will help retain qualified officers and prevent cuts to the number of police officers in the city. Without this measure, we cannot ensure adequate neighborhood police patrols, or specialized gang and drug prevention programs, to keep residents and their property safe.



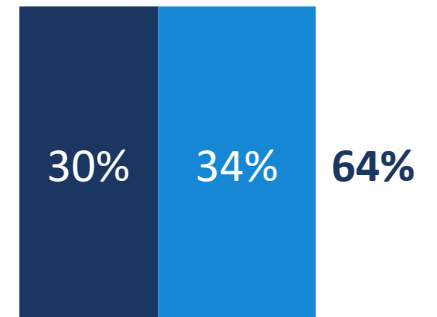
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■ Very Conv. ■ Smwt. Conv.

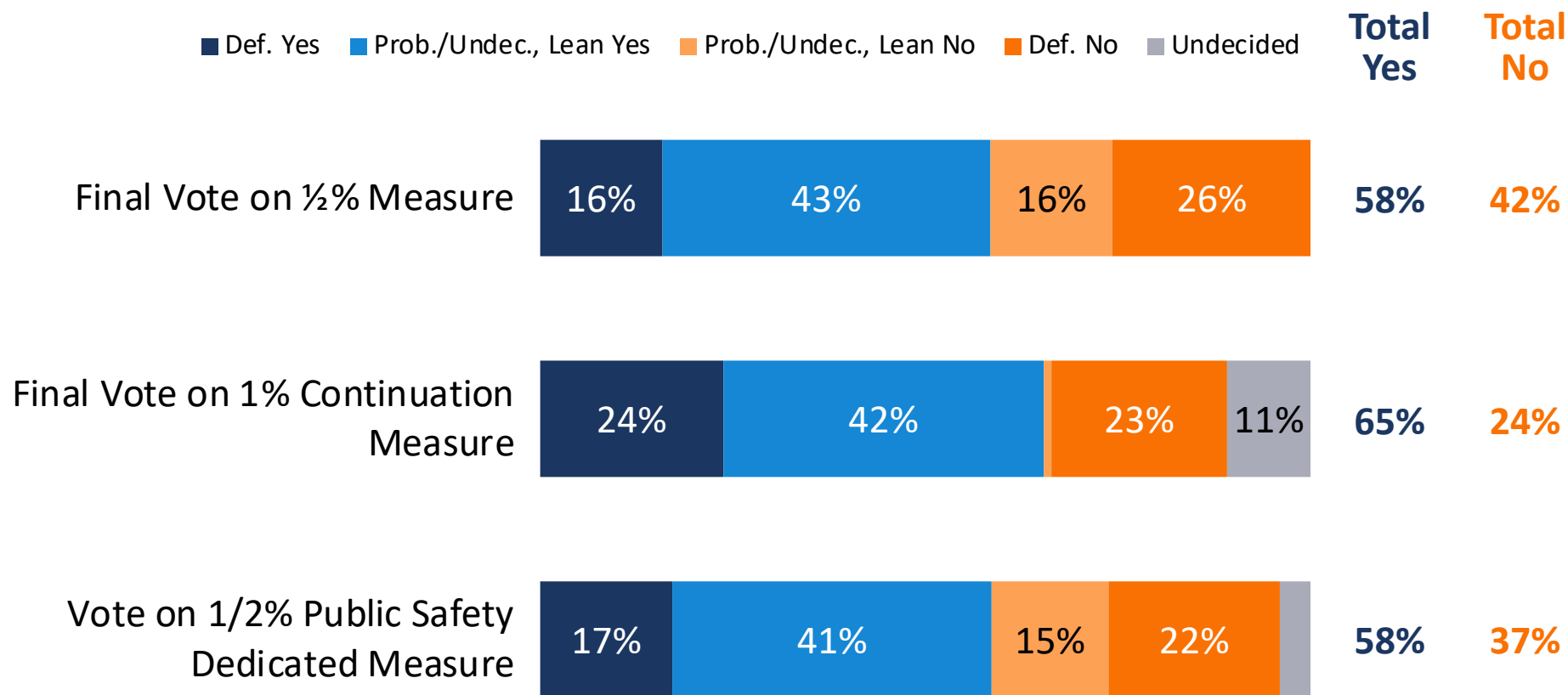
**\*(CLEAN UP)** There is too much litter and trash on many of Westminster's streets. We see it in our neighborhoods and in public areas and it hurts the look of the city and our ability to attract businesses and jobs. This measure will provide the funding needed to increase street clean-ups throughout the city and make Westminster a better place to live, work and raise a family.



**(STREETS)** Westminster's roads are crumbling because the City cannot afford to repair them. Independent engineers recently identified a need for \$14 million to get all of Westminster's roads up to acceptable standards. Without this funding our local streets and roads will continue to deteriorate and become more expensive to repair, costing the taxpayer more money.

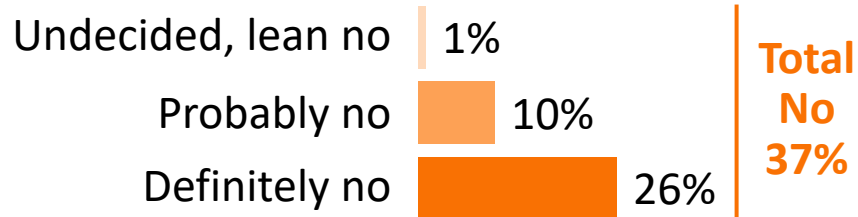
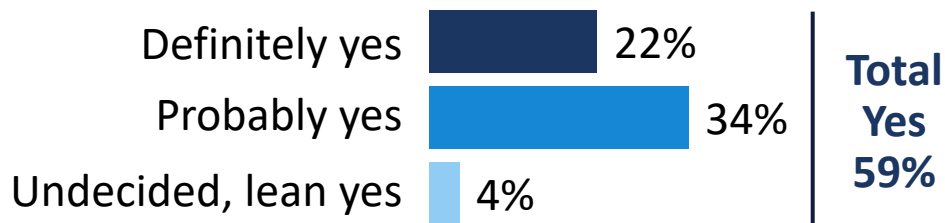


**After information, close to six-in-ten respondents support all three options; the 1/2% general purpose measure and 1% continuation measure are over the threshold needed for passage, but the ½% dedicated public safety measure does not reach the 2/3rds requirement.**



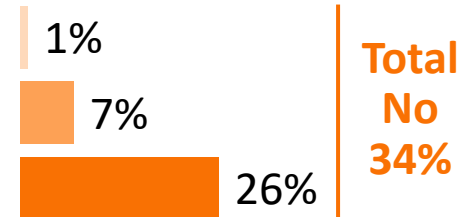
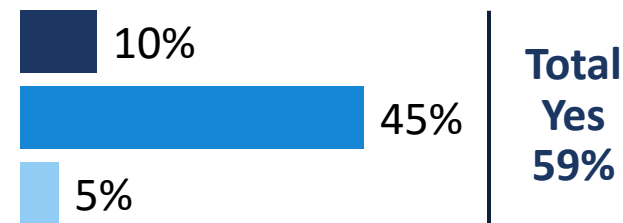
# There is the same level of support for a ½% measure in effect for 9 years only.

## Initial Vote on ½% Rate Until Ended by Voters



Undecided 4%

## ½% for 9 Years



Undecided 7%

Q. Based on this description, would you vote yes in favor of this measure, or no to oppose it? Split Sample

Q. As you have just heard, if it were passed, this measure would be in effect until ended by voters. Now, what if instead, the measure were in effect for 9 years only, and would automatically expire at that time? If that were the case, would you vote yes in favor of this measure, or no to oppose it? Split Sample

# Updated Recommended 75-Word Ballot Title and Summary for ½% Measure

*(Reviewed by Westminster City Attorney)*

## **Westminster Safety, Services Stabilization Measure**

To sustain Westminster's long-term financial stability, restore / prevent future cuts to services including 911 emergency response, police, neighborhood patrols, drug/gang/domestic violence/human trafficking units, firefighters, paramedics; keep parks/public areas safe/clean; address homelessness; protect local drinking water supplies; retain local businesses, shall an ordinance establishing a ½¢ (½%) sales tax providing, until ended by voters, estimated \$8,400,000 annually for general government use, requiring audits, spending disclosure, funds controlled locally, be adopted?

**For more information,  
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